



Mountain View Zero Waste Plan Second Community Meeting



Community Meeting



Join us to hear the preliminary
Zero Waste findings and
provide feedback about
potential new programs and
residential collection services for 2013.

Tuesday, August 30, 2011 - 7:00 p.m.
Mountain View City Hall
500 Castro Street
Plaza Conference Room, 2nd Floor

For more information, contact the Public Works Department at recycle@mountainview.gov or (650) 903-6311



Tonight's Agenda – Part 1

- What is Zero Waste?
- What will it mean to get to Zero Waste?
- What are the relative benefits and costs for key service options?
- What role can the key service options play in reaching Zero Waste?



Tonight's Agenda – Part 2

- Group discussion.
- Fill out survey.
- Capture tonight's group and individual input.
- Opportunities for further input.
- Completing the Plan.



What is Zero Waste?

Zero Waste seeks to eliminate negative impacts of designing, producing, using, and discarding of products and packaging:

- Reduce resource use
- Reuse products and materials
- Minimize or eliminate discard of “waste”
- Reduce production of greenhouse gases
- Minimize production of toxic materials and provide safe discard of toxics



Zero Waste Vision and Goals

Draft Zero Waste Vision

“By 2025, all discarded materials in Mountain View are recovered for their highest and best use, and no materials are sent to landfills or incinerators.”

Draft Interim Goals

- By 2015, Mountain View residents and businesses will divert 80% of materials from landfill.
- By 2020, Mountain View residents and businesses will divert 90% of materials from landfill.

Final Vision and Goals will reflect:

- Public input
- Existing City service contracts
- Program and funding options and requirements

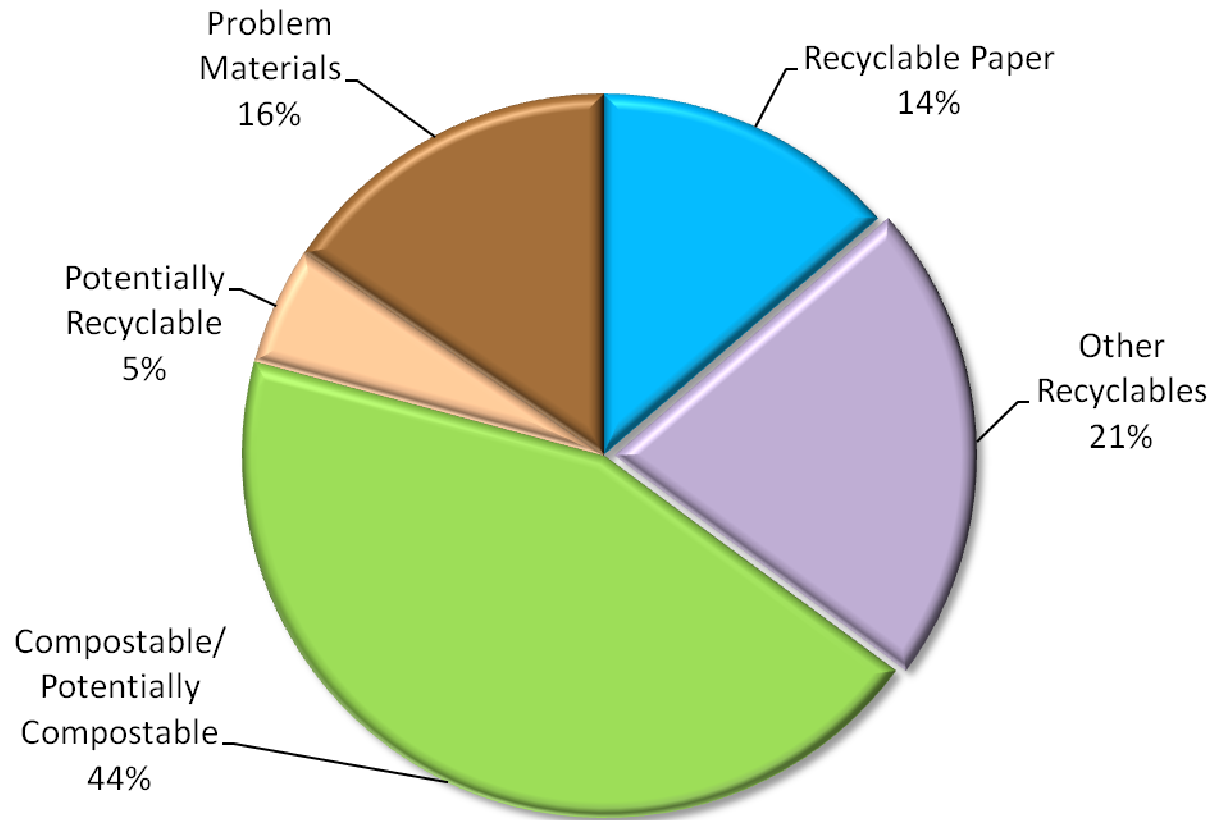


Zero Waste Snapshot – Reduction in Disposal

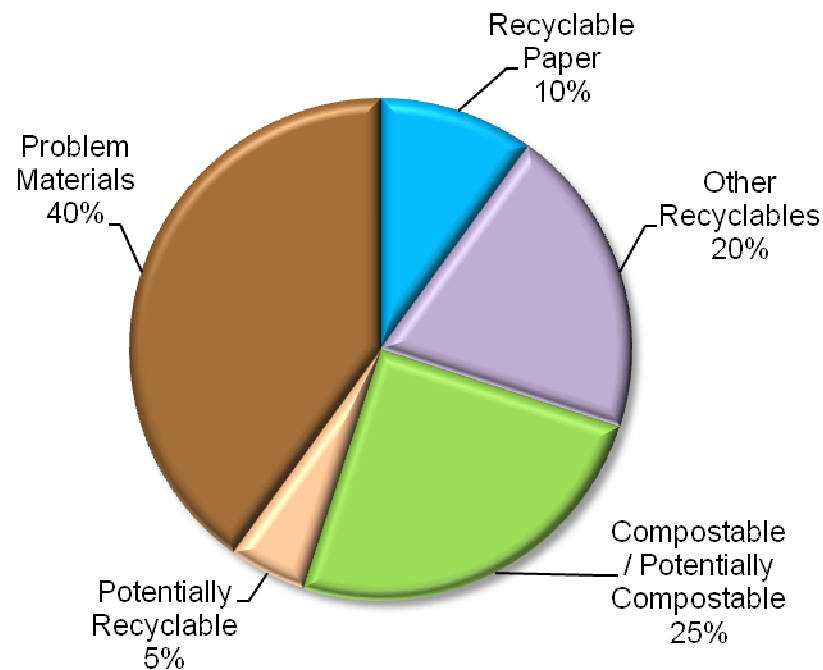
	Annual Disposal to Landfill	Diversion Rate	Time Period
4 year disposal average	56,600 tons	73%	Now
Interim Zero Waste goal	<42,000 tons	80%	By 2015
Minimum Zero Waste goal	<20,000 tons	90%	By 2020
Minimum necessary decrease in disposal by 2020	36,600 tons	Close the 17% gap	By 2020



Shrinking Disposal – Before Zero Waste



Shrinking Disposal – After Zero Waste



SMaRT Station Services



- Processes source-separated recyclables
- Composts yard trimmings, provides free compost
- Recovers recyclables from trash

- Take
- Take
- Pro



Current Program Participation – Recycling and Yard Trimmings

- Results of May 2011 on-route survey
 - Recycling participation ranged from 75% - 97%, with 5 of 7 routes having at least 85%
 - Yard trimmings participation ranged from 36% - 85%, with 4 of 7 routes having at least 70%
- Current high participation is key to why the City is already over 70% diversion, but also means limited opportunities for added diversion.



Key Single-Family Program Options (= ≤ 9 units)

	Increase in Diversion (Midpoint of range)	Estimated Diversion Midpoint (Tons per year)	Customer Convenience	Behavior Change	Relative Cost Benefit
Weekly Recycling	Low	430	High	Medium	Medium
Weekly Yard Trimmings	Low	340	High	Medium	Low
Weekly Yard Trimmings + Food	Low	370	Medium	High	Low – Medium
Add Recyclables	Low	90	High	High	Medium
Total		1,230			



Trade-Offs for Food Debris – Part 1

	Customer Convenience	Participation	Cost Benefit	Diversion
Home Composting	L	L	H	L
Curbside Collection	M	M	L-M	L
SMaRT MSW Processing – Fines	H	N/A	?	H
SMaRT MSW Processing - Residuals	H	N/A	?	?

Trade-Offs for Food Debris – Part 2

- Avoiding disposal provides GHG benefits
- Home composting is the best option
- Curbside collection expands food recovery and adds compostable paper
- Processing yard trimmings and food together can double processing costs
- Multiple recovery options increases diversion but also cost
- In some cases, does added convenience and/or behavior change outweigh added cost?



Multi-Family Program Options (>9 units)

	Increase in Diversion (Midpoint)	Estimated Diversion Midpoint (Tons/year)	Customer Convenience	Behavior Change	Relative Cost Benefit
Universal Recycling	L	560	H	H	H
Weekly Recycling	L	100	H	M	L
Increased Yard Trimmings	L	680	M	M	M
Yard Trimmings + Food Scraps	L	490	L	H	M
Add Recyclables	L	80	M	M	H
Total		1,910			

Commercial Program Options

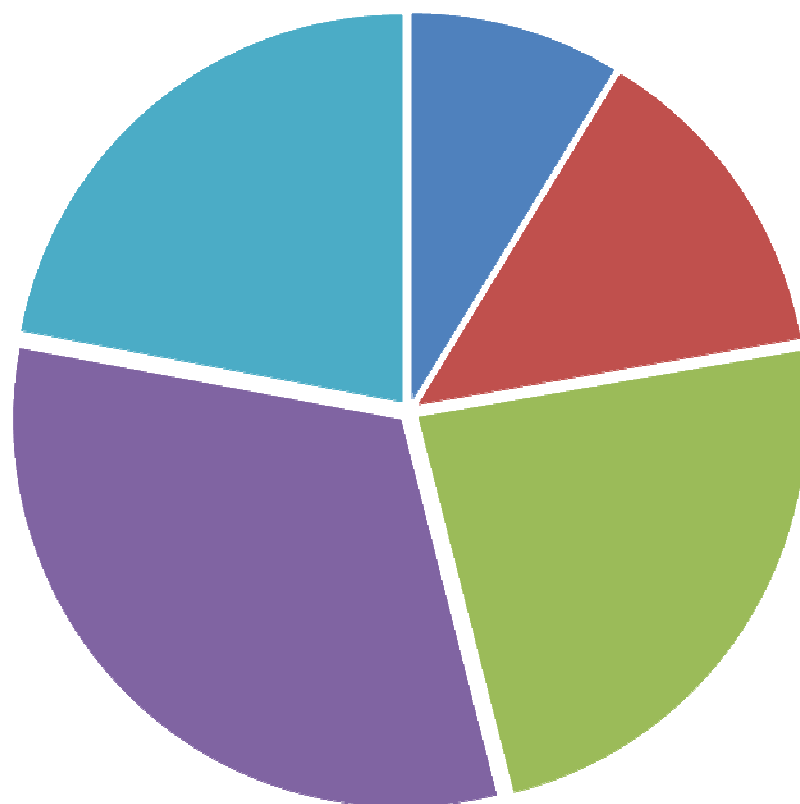
	Increase in Diversion (Midpoint)	Estimated Diversion Midpoint (Tons/year)	Customer Convenience	Behavior Change	Relative Cost Benefit
Universal Recycling	M	1,200	H	H	H
Add Recyclables	L	350	H	M	H
New Organics Program	M	1,250	L	H	M
Universal Organics (as applicable)	L	Adds 550	L	H	M
Total		3,350			



Diversion Impact of Near-Term Programs

– Getting From 73% to 80%

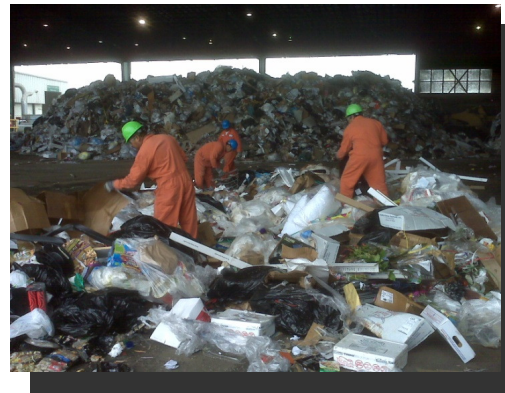
Diversion Share



- Single Family = 1,230 tons
- Multi-Family = 1,910 tons
- Commercial = 3,350 tons
- SMaRT Fines = 4,500 tons
- Necessary Added Diversion = 3,110 tons

Getting the Rest of the Way There

- Packaging design
- Purchasing – public and private
- Reuse and repair
- Bans on products and disposal
- “EPR” – closing the loop on manufacturing
- Improve construction and demolition recycling
- Improve self-haul recycling



Key Planning Milestones and Drivers

- **July 2012** – State (AB 32) mandatory commercial/multi-family recycling (SMaRT processing probably satisfies requirement)
- **April 2013** – New collection agreement commences
- **October 2016 to March 2017** – SMaRT cities meet and confer
- **October 2021** – Contracts with hauler, SMaRT Station, and Kirby Canyon Landfill end



Discussion and Survey

- Group and individual input
- Discussion process
- Surveys
 - Single-family (cart service)
 - Multi-family (bin service)
 - Commercial
- Don't fill out one tonight AND one on Survey Monkey



Q&A

- Break for Q&A



Next Steps

- Immediate Next Steps for the Plan:
 - Compile survey results
 - Conduct Council study session on the Plan
 - Develop draft Plan
- Role of Recology:
 - City request for pricing of current and possible new programs
 - City request for separate, optional pricing for some key programs
 - Recology submits proposal in December
 - City negotiates new agreement in early 2012
 - City to conduct a competitive procurement if negotiations unsuccessful



How to Stay Involved



- Future noticed Council meetings
- Email signup list
- City website
- Contact City staff – “Ask Mountain View”
- Review draft Plan